

Message Text

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E.O. 11652: N/A

TAGS: XM, ETRD, BEXP, MX

SUBJ: SECRETARY'S OASGA INITIATIVES-USDOC EXPORT PROMOTION
ADVISORY SERVICE

REF: A) STATE 196223, B) STATE 223347

1. THE MEXICAN MINISTRY FOR FOREIGN AFFAIRS HAS INFORMED THE EMBASSY THAT THE MEXICAN INSTITUTE FOR FOREIGN TRADE (IMCE) WOULD APPRECIATE THE FOLLOWING ADVISORY SERVICES FROM USDOC.

1) STATISTICAL INFORMATION CONCERNING A) THE STATES OF ORIGIN IN THE UNITED STATES FOR U.S. EXPORTS TO MEXICO BY TSUS FRACTION AND B) THE USE THAT MEXICO HAS MADE OF THE GSP SINCE THESE PREFERENCES HAVE BEEN IN EFFECT.

2) ASSISTANCE IN CARRYING OUT MARKET STUDIES FOR A) NEW EXPORT PRODUCTS AND B) PRODUCTS WHICH HAVE NOT ACHIEVED ADEQUATE PENETRATION OF THE U.S. MARKET.

3) GUIDANCE FOR A) EVALUATING THE EFFECTIVENESS OF MEXICAN PARTICIPATION IN MEXICAN EVENTS, SUCH AS FAIRS AND TRADE MISSIONS AND B) ALTERNATIVE CITIES IN WHICH THESE EVENTS COULD BE HELD.

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4) STUDIES CONCERNING THE MOST FEASIBLE METHOD

OF PENETRATING THE U.S. MARKET, WITH PARTICULAR REFERENCE TO MEXICAN PRODUCTS WHICH NOW ARE BEING SOLD FOB AT THE FACTORY AND AT MEXICAN PORTS AND BORDER CITIES.

2. COMMENT. EMBASSY AND TRADE CENTER OFFICERS HAD A LENGTHY CONVERSATION WITH THE IMCE OFFICIAL WHO GAVE THE INFORMATION TO THE FOREIGN MINISTRY WHICH RESULTED IN THE FOREGOING MESSAGE. WE MADE THE FOLLOWING COMMENTS TO THE IMCE OFFICIAL (KEYED TO THE ABOVE REQUESTS):

1A) U.S. EXPORT INFORMATION BY STATE IS NOT COMPILED AND THUS IS NOT AVAILABLE.

1B) STATISTICS CONCERNING MEXICAN USE OF GSP CAN BE COMPILED IN WASHINGTON, BUT THE PERIOD COVERED IS RELATIVELY SHORT. TO BE MOST USEFUL, THE DATA SHOULD BE COMPARED TO IMPORTS OF THE SAME ITEMS PRIOR TO GSP.

2A AND B) BROAD ASPECTS OF USDOC CONTRACTING PROCEDURES FOR MARKET STUDIES WERE OUTLINED AND IMCE OFFICIALS WERE INVITED TO VISIT THE TRADE CENTER FOR MORE DETAILED DISCUSSIONS. THE POSSIBILITY WAS MENTIONED OF A SUBSEQUENT VISIT TO THE USDOC MARKET RESEARCH DIVISION FOR GUIDANCE CONCERNING PLANNING, CONTRACTING, EDITING AND PRINTING GLOBAL MARKET SURVEYS.

3A) BROAD ASPECTS WERE DISCUSSED OF USDOC SYSTEM FOR EVALUATION OF SUCCESS OF THE PARTICIPATION OF INDIVIDUAL EXHIBITORS IN USDOC EXHIBITIONS AND IMCE OFFICIALS WERE INVITED TO THE TRADE CENTER FOR MORE DETAILED INFORMATION AND COPIES OF BLANK FORMS USED.

3B AND 4) WE SUGGESTED THAT CERTAIN MEXICAN PRODUCTS WERE QUALIFIED TO PARTICIPATE IN VERTICAL SHOWS IN THE UNITED STATES AND EUROPE, RATHER THAN RELYING PRIMARILY ON HORIZONTAL SHOWS, SUCH AS THAT UNCLASSIFIED

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IN SAN ANTONIO, TEXAS.

3. ONCE THE SAN ANTONIO FAIR IS OVER AND KEY PERSONNEL BECOME AVAILABLE, WE PLAN TO HAVE ADDITIONAL CONVERSATIONS WITH IMCE OFFICIALS LETTING THEM DRAW FULLY ON THE EXPERIENCE AND KNOWLEDGE AVAILABLE IN THE EMBASSY AND THE TRADE CENTER. SUBSEQUENTLY, WE MAY SUGGEST THAT SELECTED IMCE OFFICIALS VISIT USDOC

FOR FURTHER DISCUSSIONS WITH APPROPRIATE OIM OFFICIALS.
IN VIEW OF THE PROGRESS WE ARE MAKING AND THE RELATIVE
SOPHISTICATION OF IMCE EFFORTS, WE DO NOT BELIEVE THE
OFFER INDICATED IN STATE 223347 WOULD BE NECESSARY
AT THIS TIME.

4. IN THE MEANTIME, WE WOULD APPRECIATE STATISTICAL
INFORMATION FROM THE DEPARTMENT CONCERNING THE USE
MEXICO HAS MADE OF THE GSP.
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